

Headline: NAVY RECRUITING COMMAND NEEDS VOLUNTEERS FOR SEMINAR DUTY

By JO3 Chris Conklin, Navy Recruiting Command Public Affairs

MILLINGTON, Tenn. (NNS) -- Navy Recruiting Command is looking for motivated enlisted and officer personnel who would like to participate in the Senior Minority Assistance to Recruiting Program (SEMINAR).

SEMINAR allows minority Sailors - officer and enlisted - the opportunity to return to their own communities to recruit young men and women. Available to Sailors E-6 and above of African-American, Hispanic and Asian/Pacific Islander descent, in most cases the program provides participants with per diem and travel allowance for the 20-day assignment.

SEMINAR allows the Navy to put a greater focus on minority recruiting without adding recruiters to Navy Recruiting Stations. On average, 150 Navy enlisted and officer personnel each year take advantage of this program to visit their hometowns, where they talk to community leaders and organizations to assist with recruiting young people from their neighborhoods. SEMINAR has proven to increase Navy awareness in minority communities and provide positive role models to young people, while serving as another source of leads for local recruiters.

According to Chief Warrant Officer Claborne Jennings of the Diversity Recruiting Programs staff at Navy Recruiting Command in Millington, Tenn., the program has been highly successful in generating leads. He said one reason for the program's success is that Sailors who participate know their communities better than the recruiters, and may have stronger influence with local high schools, colleges and community organizations.

"We engage these Sailors to the maximum extent possible," said Jennings. "They know the area. They have personal contacts and can likely put recruiters in positive situations because they have their 'foot in the door,' whereas a regular recruiter may not."

Recruiters can benefit greatly from SEMINAR participants. It is important to remember that SEMINAR duty can only be performed in conjunction with PCS orders. Requests must be submitted in accordance with the time-lines set forth in BUPERSINST 1150.1A. This type of scheduling provides the recruiter with ample time to prepare for SEMINAR volunteers. Sailors

who participate in SEMINAR are required to submit pre-qualification questionnaires to the Navy Recruiting Diversity Programs Office and they forward the information to the Recruiting District where the “adjunct recruiter” plans to work. Information from the questionnaire allows recruiters in participants’ hometowns to schedule school visits and other recruiting opportunities.

Navy Recruiting Command's Diversity Programs Division can offer guidance to recruiters in maximizing opportunities of the SEMINAR program. All Sailors who take part in SEMINAR are given a reference guide that explains what to expect from recruiting and what is expected of participants.

Individuals interested in the SEMINAR program should submit their requests to Navy Recruiting Command (Code N111), 5722 Integrity Dr., Bldg. 784, Millington, TN 38054.

Applications for SEMINAR must be completed at least six to nine months prior to a PCS and should include:

- Rank, name, social security number, designator (if applicable)
- Race and ethnic group
- Hometown, state, zip code
- Desired participation dates
- PRD
- Name of detailer
- The name of the Navy Recruiting District you are requesting to serve
- Present command and UIC
- Name and phone number of point of contact (include fax number and E-mail address if available)
- CO's recommendation

For more information please see BUPERSINST 1150.1A, or contact Chief Aviation Ordnanceman (Aviation Warfare) Jimmy Stephens at (901) 874-9141 or [stephensj@cnrc.navy.mil](mailto:stephensj@cnrc.navy.mil).